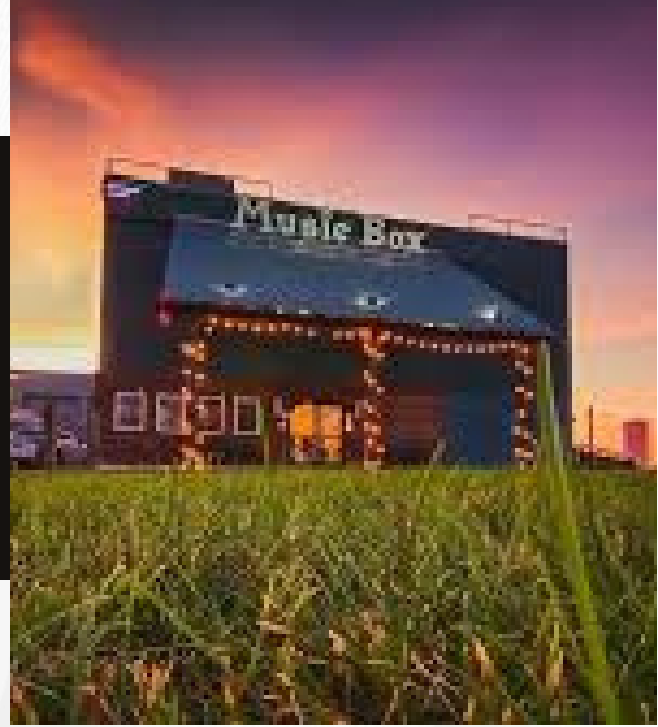


MUSIC BOX SUPPER CLUB: CASE STUDY



OBJECTIVES

The supper club venue in the heart of downtown Cleveland was in need of a boost and looking for a partner to help boost ticket sales, start an email list for up-to-the-minute communications with subscribers, and increase VIP club memberships.

SOLUTION

Through targeted campaigns and data-driven insights, Rob implemented tailored strategies, such as personalized email outreach and engaging social media content, resulting in increased sales and enhanced audience engagement, thereby illustrating the efficacy of innovative digital marketing in the entertainment sector.

RESULTS

1. Increased ticket sales by 17%

Rob led the venue's box office in selling 17% more tickets by implementing a new ticket sales platform and reducing fees to reward purchasing online.

2. Scaled email list from 0-20,000

Rob led the creation of the venue's email list and integrated the new ticket sales platform ensuring a seamless transition from ticket buyer to loyal member.

3. Increased VIP club membership by 51%

Rob and his team marketed an upgraded VIP membership to select supper club ticket buyers. With the efforts by Rob's team, membership increased 51% year-over-year.

AT A GLANCE

CHALLENGES

- Customer communication
- Ticket sales stagnation
- Frequency of ads per customer too high

RESULTS

- 17% increase in ticket sales
- Exponential email list growth
- VIP membership sales rally



ROB VAN AUKEN

Founder & President
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"At **Brassic**, we're proud to work with small businesses of all kinds, and we love working within the live music and events industry."

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